

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 11/20/2012	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to approve appointments to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Districts 3 & 4.			
(5) RECOMMENDED ACTION It is recommended that your Board appoint Sally Kruger, Pat Goetz and Pattea Torrence to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? N/A
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP Attached	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW 			
(18) SUPERVISOR DISTRICT(S) District 3 - District 4 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Analyst

DATE: 11/20/2012

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to approve appointments to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Districts 3 & 4.

RECOMMENDATION

It is recommended that your Board appoint Sally Kruger, Pat Goetz and Pattea Torrence to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and has been renewed annually since that time. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

At that same meeting, the Board approved the Local Area By-laws which set out how the local area boards will be organized and appointed (Article II attached). Members of the Local Area Advisory Board shall be appointed according to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder has posted the Advisory Board vacancies according to this government code section.

Lodging businesses in the Arroyo Grande/San Luis Obispo (unincorporated) area met on October 30, 2012 to form their local area advisory board. Approval of these appointments will form the last local area advisory board for the CBID district.

OTHER AGENCY INVOLVEMENT/IMPACT

As noted above, lodging businesses within the Arroyo Grande/San Luis Obispo unincorporated area met to form and determine the organization of the area's advisory board on October 30, 2012. The CBID Administrator assisted the lodging businesses with bringing forward these recommendations. The Clerk-Recorder's Office posted the Advisory Board's vacancies according to the government code referenced above.

FINANCIAL CONSIDERATIONS

None.

RESULTS

This action continues the process of implementing the local area provisions of the County Business Improvement District ordinance. The County would not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend local area funds for any identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to develop measures that track the impact of the use of local area funds.

ATTACHMENTS

1. Arroyo Grande/San Luis Obispo (unincorporated) applications
2. Local Area Advisory Board By-laws - Article II
3. CBID vicinity map